

DTX 1326
(NAVY-ADS-0000045197)
(Excerpt)
(Redacted)



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**All redactions proposed
by the United States**



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**Additional information
covered by confidentiality
objections of third parties**

From: Owens, Allen M Jr CIV USN COMNAVCRUITCOM MIL (USA) [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8AAEDD1FAEF546ABA09D12D1640C031D-ALLEN.M.OWE]
Sent: 8/22/2022 6:18:02 PM
To: [REDACTED]
CC: Stewart-Curry, Dean E CIV USN (USA) [/o=ORGANIZATION/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn=e523933e0c07481fa9df7e6e76e36343]; [REDACTED]; [REDACTED]; [REDACTED] USN COMNAVCRUITCOM MIL (USA) [/o=Organization/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn=7398bc01e43c468bad87cacf41c922f7]; [REDACTED]; [REDACTED]; [REDACTED] USN COMNAVCRUITCOM MIL [REDACTED]
Subject: FW: Q4 2022 Navy Media Incremental Recommendation
Attachments: Navy 4Q22 Tactical Media Reco INCREMENTAL emailed 8.22.22.pptx; NAVY July _ Sept total [REDACTED] Spend Campaign Flowchart 8.22 for Allen.xlsx; smime.p7s

Sandra,

Looks good, approved. Thanks!

V/r
Allen

-----Original Message-----

From: [REDACTED]
Sent: Monday, August 22, 2022 12:45 PM
To: [REDACTED]
Cc: [REDACTED]

Subject: [URL Verdict: Neutral][Non-DoD Source] Q4 2022 Navy Media
Incremental Recommendation

Allen

How are you? Attached please find our recommendation for the additional \$2M being applied to Q4 - specifically Sept 2022. We've also updated and attached the flowchart with the incremental.

Please let us know if you have questions prior to approval.

Thanks
Sandra

Sandra Muoio
Managing Partner, Group Director

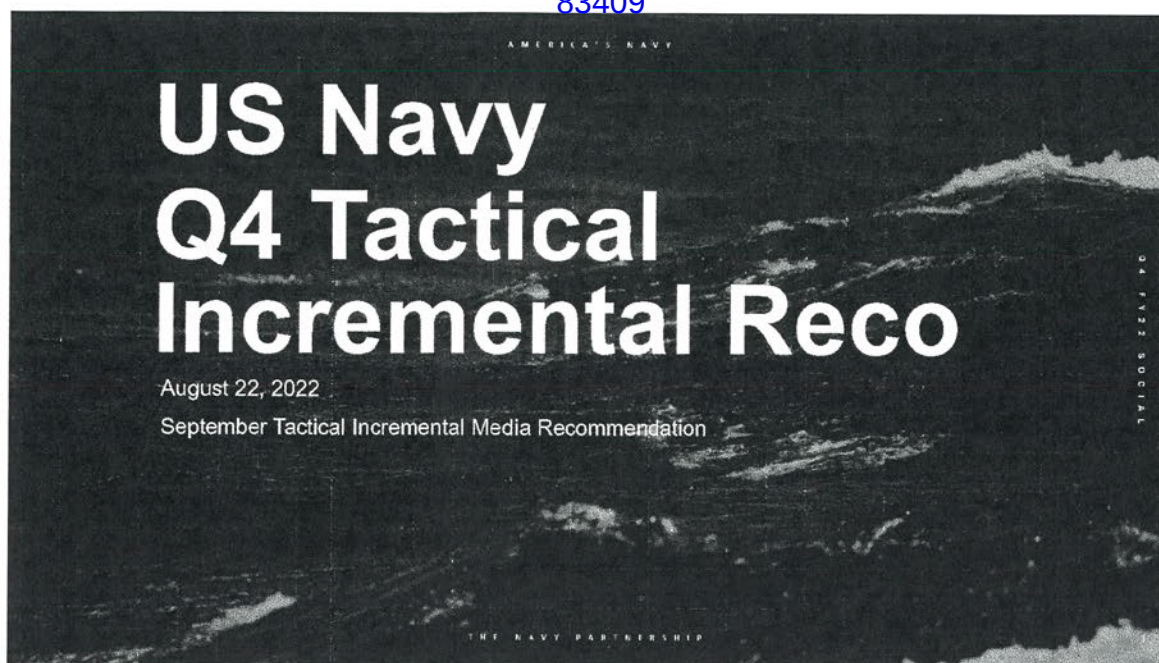
3 World Trade Center
New York, NY 10007, USA
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Q4 2022 Incremental [REDACTED] Media Plan

To be applied to N0018922FZ486 (mod)

Incremental Media to run in Sept 2022

Media channels: Video/Display, Social

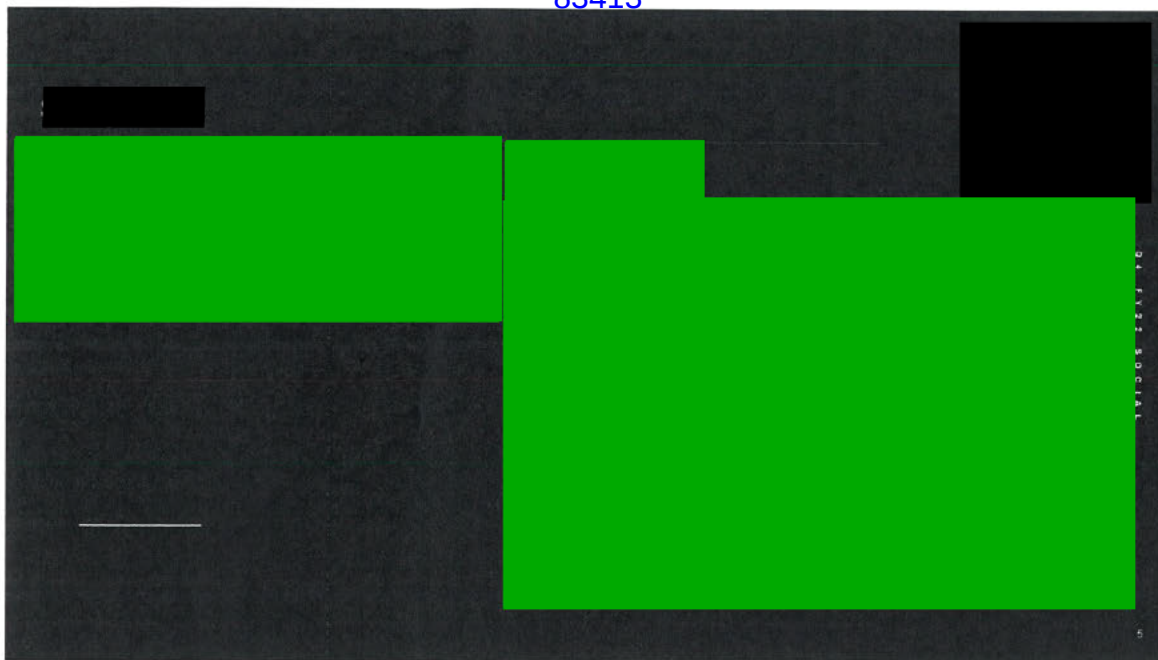
2

Digital Video/Display



3





2

Flowchart base plus
incremental - page 2 of 2

Recommended Partner	July	Aug	Sept	Net Cost	CPM/ CPI/ CPC/ CPE	Impressions/Leads/ Clicks
JOB SITE SUB TOTAL						
Affiliates						
ADVERTISING SUB TOTAL						
Ad Serving						
PAID SEARCH SUB TOTAL						
PAID SOCIAL SUB TOTAL						
GRAND TOTAL						



LEGEND

reflects CPV

blended CPV & CMP

Market	U.S.
Campaign	FY22 Navy July-Sept
Flight	7/1 - 9/30
Budget	\$11,000,000

Recommended Partners	July	Aug	Sept	Net Cost	CPM/ CPL/ CPC/ CPE	Impressions/Leads/ Clicks
Digital	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
DIGITAL FEES	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
FEE Sub-total	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
DISPLAY/VIDEO SUB TOTAL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Jobsite	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
TOTAL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

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Total		[REDACTED]	
JOBSITE FEES		[REDACTED]	
Ad-serving		[REDACTED]	
FEES Sub-total		[REDACTED]	
JOBSITE SUB TOTAL		[REDACTED]	
Affiliates		[REDACTED]	
[REDACTED]		[REDACTED]	
Total		[REDACTED]	
AFFILIATE SUB TOTAL		[REDACTED]	
DIGITAL SUB TOTAL		[REDACTED]	
Paid Search (General)		[REDACTED]	
[REDACTED]		[REDACTED]	
Total		[REDACTED]	
FEES		[REDACTED]	
FEES Sub-total		[REDACTED]	
PAID SEARCH SUB TOTAL		[REDACTED]	
Paid Social		[REDACTED]	

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